



AEMO

Army Enterprise Marketing Office

ISSUE 5 • JANUARY 2020

2020

Happy New Year

NEW YEAR, NEW DECADE

MAJ ALEX WILLARD

AEMO's first New Year also marks the beginning of a new decade. As we continue improving our capabilities to become a truly cutting-edge marketing organization, we're deliberately making substantial investments in 2020 that will lay a solid foundation for future years. Some of this year's most exciting efforts include: investing in technologies (like creating a new GoArmy.com infrastructure and piloting the use of a social media management tool), developing new programs (like FA58s and a new way to measure success - Objectives and Key Results), and spending time developing relationships with stakeholders by placing more emphasis on incorporating their valued input into our planning and resource decisions. These investments will optimize our ability to support the Army People Strategy's effort to acquire and retain the talented, diverse individuals that comprise the world's most lethal ground fighting force.

AEMO MONTHLY
NEWSLETTER

TABLE OF CONTENTS

New Year, New Decade • P. 1

Chicago Sports • P. 2

Marketing Trends • P. 3-4

Our Growing Team • P. 4

Professional Development • P.5

CHICAGO SPORTS: DA BEARS

MAJ CHRIS GARRETT

In the great city of Chicago there lies one NFL team that matters, the Chicago Bears, often affectionately referred to as "Da Bears". As a child, I can remember watching the great Walter Payton's smooth running style, the Bears epic 1986 Super Bowl season, and always selecting the Bears while playing Tecmo Bowl on my original Nintendo. Despite these wonderful memories, as a Bears fan there comes the bitter reality of our beloved Bears having quite a few years of mediocrity or downright pitiful seasons of misery...



You can almost see Army Marketing's office from Soldier field



MAJ Garrett and the 1986 Lombardi trophy

In 2017 - 2018, I deployed to Iraq and was waiting to see what assignment I would receive to make up for being stationed at the Great Fort Polk. I received interest on my Assignment Interactive Module 2.0 from the Army Sustainment Command at Rock Island Arsenal, Illinois. I was ecstatic about this opportunity and immediately contacted the unit's point of contact, who was also an avid Bears fan. After working through the orders' process and convincing my spouse that we were a Chicago Bears family, I began pursuing one of my lifelong dreams of becoming a Bears season ticket holder. I reviewed the website, put in an application, and was euphoric when my family became the proud owners of a Permanent Seat License for two seats in the United Club at the historic Soldier Field.

Now that you know how I became a season ticket holder, let me share my experiences over the last two years. The perks of being a season ticket holder include enjoying each home preseason, regular season, and playoff game. We also received tickets to attend the Chicago Bears practice at Soldier Field before the start of the NFL preseason. The team owners, the McCaskey's, sat in our section during practice! During the season, we had several opportunities to meet and talk with former Chicago Bears, took pictures together, and even received a few autographs. As a military veteran season ticket holder, I had the opportunity to submit my name for a chance to go onto the field and hold the American Flag on Veteran's Day weekend prior to kick off. Last season I had the honor of holding our great nation's flag and it was a truly memorable moment I will never forget. This season we also had the opportunity to hold the Bear Down flag prior to the kick off, which was an amazing experience.

Despite missing the playoffs this year, we enjoyed the season and look forward to many more.
Bear Down!

MARKETING TRENDS IN THE 2020s

MAJ ALEX WILLARD

Yogi Berra, an all-star baseball player and quintessential American wordsmith once said, *"It's tough to make predictions, especially about the future."* While we may not always be correct, attempting to predict the future can be a useful thought exercise (I mean, few people today would believe that many individuals in 2010 thought Facebook was simply a temporary fad). As we enter the 2020s it's important to consider what might emerge as some of the next marketing trends – things AEMO can leverage to accomplish its mission.

1) Augmented Reality

Technological innovations present marketers with opportunities to grab individuals' attention in new ways. Virtual reality seemed like the cutting edge tech that would give marketers a new way in which to interact with customers. While it continues to represent another viable messaging pathway, many expect augmented reality (AR) to overtake virtual reality's popularity in the near future. Some companies are already using AR to enhance their customers' experience. The Ikea Place app lets customers visualize how multiple pieces of furniture will look in their home before going to the store to buy it. CoverGirl uses AR to let customers visualize how an array of makeup types (lipstick, eyeliner, blush, etc.) look on them without having to take the time to apply, clean off, and re-apply the products. CocaCola, MTV, Apple, Google, and other companies are also using AR in a number of different ventures. The continued development and dissemination of Augmented Reality presents a strong case for its importance in the 2020s.

2) Podcasts and Smart Speakers

Not to be outdone by visual content, two forms of audio content present interesting opportunities to innovative organizations. Early, crude podcasts emerged around the turn of the 21st century as people began experimenting with emerging technologies. The 3G iPhone let people download audio files on their phone and listen to them later; audience (about 15% of Americans) and ad revenue grew slowly until the emergence of a true-crime podcast that captivated people's attention and catalyzed workplace conversations. In 2014, Serial quickly became the fastest podcast to gain 5 million downloads and catapulted podcasts into pop-culture.

A 2019 survey by Edison Research estimated that a majority of Americans now listen to podcasts. The meteoric growth of podcasts, their wide array of formats, and the almost limitless number of discussion topics make them an appealing and potentially lucrative endeavor to any forward-thinking organization (check out the AEMO LinkedIn page for some marketing podcasts you might enjoy).

Smart speakers are another unique, untapped platform. Alexa informs people about traffic patterns, weather conditions, sports scores, and other routine topics, but why shouldn't companies be able to leverage smart speakers to market their products in personalized ways? Early ventures on smart speakers were mostly non-personalized ads that felt clunky and invasive; more recent attempts incorporate the brand into individuals' daily life. Patron Tequila developed an "Ask Patron for a cocktail recipe" Alexa skill that netted them over 6,000 queries every month. It remains to be seen if leveraging smart speakers in this way increases sales among new customers, but it clearly increases existing customers' value proposition of the brand and likely helps the brand maintain its existing customers.

MARKETING TRENDS IN THE 2020s (continued)

3) Authenticity (Private Forums and Employee Advocacy)

The rise of smartphones & social media exposed Gen Z to a multitude of marketing across paid, owned, and earned media channels. Researchers estimate that the average member of Generation Z will see hundreds of thousands of advertisements by the time they graduate high school. The bombardment of ads trying to influence their everyday decisions could be a critical reason that many Gen Z'ers value authenticity. Organizations that understand this will explore meaningful ways to connect with their audiences that feel genuine (the DoD's *Know Your Military* campaign is a good example of this).

Private chat forums and employee advocacy are good ways organizations can foster authenticity. Public social media posts can increase audience while private social media/ online forums (rooms, chat/ instant messenger) drive meaningful 1-to-1 engagement. Savvy organizations will use public social media to increase their brand awareness while simultaneously running closed groups with thousands of dedicated members that continually interact with each other. Similarly, organizations that can naturally engender employee advocacy will see substantial gains in positive earned media, retention, and productivity. One female employee's grateful Facebook post about Patagonia's on-site child care garnered 87,000 reactions/ likes on LinkedIn. Individuals are more likely to trust other people they know or feel connected to; organizations that enable authentic connections will foster employee trust, consumer engagement, and increased brand awareness.

Regardless of whether these areas become trends in the 2020s, thinking through the impact of emerging technology will deepen marketers' understanding of ways to positively influence individuals' decision-making.

OUR GROWING TEAM

Our team welcomed four new members since mid December. MAJ Chris Blackwell, MAJ Cecil Wolberton, MAJ Shannon Wax, and our first civilian hire, Ms Sophia Bellido, joined AEMO over the past several weeks. Army Marketing now has a total of 20 people! We look forward to meeting and working with our future military and civilian teammates and we continue building towards becoming fully operational.



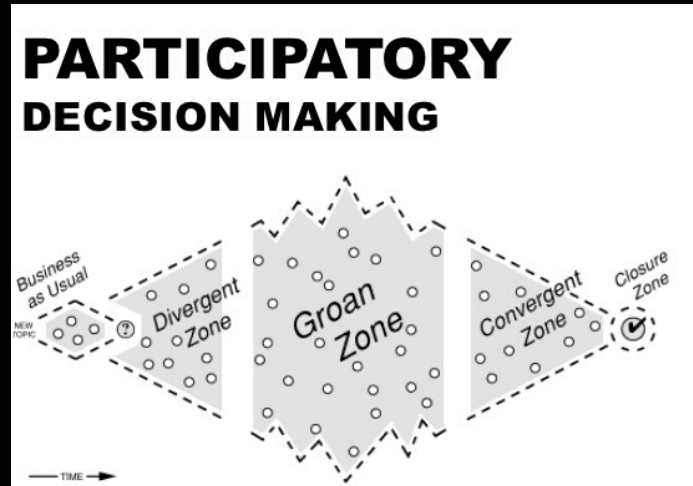
AEMO's 2019 Christmas social

PROFESSIONAL DEVELOPMENT

MAJ TIM MCDONALD

Collaborative decision making expert Sam Kaner has a name for that moment in a meeting when you realize progress has stalled but social norms preclude you from walking out; he calls it "the groan zone". At the moment, meetings are a hot topic in AEMO—how many, how frequent, what deliverables, who will go—so this article offers a few timely thoughts on leading participants through the groan zone, or better yet, avoiding it altogether.

"Diamond of Participatory Decision Making" from *Facilitator's Guide to Participatory Decision Making* by Sam Kaner



The most important element of a well-run meeting is its design and your preparation. We all inherently know this, but adherence to this maxim sometimes proves difficult. To simplify preparation, consider using the following framework for meeting design: the "4P's of Meetings" (blasphemy for marketers, I know). The first of these P's is purpose. It answers the question, why are we meeting? The purpose must be formulated and clearly communicated prior to the outset. Examples include exchanging information, understanding perceptions, brainstorming, motivating, deciding, planning, or relationship building, to name a few.

Once you've clearly articulated the purpose, next determine the meeting's product. The product should flow naturally from the purpose, and there should always be a product. Even if a meeting's purpose is limited to a better understanding of a problem, the meeting ought to have an output, examples of which might include a draft problem statement or a confirmation brief from stakeholders. Products might also take the form of a draft plan or presentation, agreement framework, MoU, etc. Importantly, products need not be complete at the meeting's conclusion; they may instead include a list of questions to pursue, ideas to further explore, or next steps/action items.

Having determined the purpose and product, you can then determine which people should participate in the meeting. Though intuitive in many respects, a thorough consideration of potential attendees ensures a high-quality outcome. Among other questions, consider who has the authority to make/ratify a decision as well as who will best enable effective implementation. Also think about the current meeting relative to others—is this just one meeting, or is it a series? If the latter, what has been or will be the sequence? These questions help determine whether a focused committee structure might be most helpful or whether a plenary session makes the most sense.

Finally, plan the meeting's process. Begin by formulating an agenda with rough time hacks. Next co-opt teammates to assume roles, which can include facilitator, recorder, timekeeper, or process observer. If you're the meeting chair, try to avoid also fulfilling facilitator responsibilities. For a series of meetings, consider specific ground rules that assist with staying on topic and ensuring participation. Brainstorming sessions absolutely require a robust set of ground rules to encourage divergent ideation. Other process decisions include how best to record the work and how to ensure commitments are clear.

There you have it, "the 4P's of Meetings." With a plan that includes purpose, product, people, and process, you'll run meetings that'll make you an office hero.